

Lauren Keim

lauren.a.keim@gmail.com
(903) 818-3604
Austin, TX
laurenashleykeim.com

Journalism professional who is a detail-oriented, analytical, organized, self-starter with a passion for helping businesses be successful in pursuing their goals.

WORK EXPERIENCE

Owner

Aug 2014 - Present

Keim Media Consulting & Office Management

Austin, Texas

Working with small businesses on creating consistent brand identity and content/advertising strategies.

- Extensive knowledge with running, evaluating, and interacting with a variety of social media platforms for business and content aggregation.
- Managing multiple offices through organization, streamlining processes, and creating digital systems.
- Keeping small businesses accounts up to date by being responsible for AP/AR responsibilities.

Music Editor

Jul 2014 – Apr 2016

Shuffle Online

Austin, Texas

Section editor for a startup online entertainment blog, focused on targeting college students.

- Managed and maintained a collection of writers, by keeping them on deadline and providing critical feedback to improve content.
- Additional skills included writing and editing, content management, conducted interviews, branding, social media, and AP style.

Contributor

Jan 2015 – Jul 2015

Austin Fusion Magazine

Austin, Texas

Intern at an online music to assist in content management, writing, and marketing strategy.

- Relevant responsibilities included: content management, social media, marketing for the publication, reports, spotting trends, and writing content for publication.

Therapy Supervisor

Jun 2012 – Aug 2015

Angels of Care Pediatric Home Health

Austin, Texas

Primary contact for therapists and families in a pediatric home health office.

- Heavy data entry, generating/processed reports, cold calling, and case management.

EDUCATION

Bachelors of Arts in Journalism

May 2015

University of Texas

Austin, Texas

- *Extensive coursework in digital media, visual design and writing at one of the leading schools in Journalism.*

Associates of Arts in General Studies

Dec 2011

Collin College

Austin, Texas

- *Highlighted coursework in Psychology, English and business leadership.*
- *A member of Psi Beta (position held: secretary), Phi Theta Kappa, and Sigma Kappa Delta.*

ADDITIONAL SKILLS

DSLR Cameras || Adobe Creative || MS Office || Final Cut Pro || WordPress || Storify || AP Style